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## **37 CFR 1.98(a)(1) Reference Citation for Information Disclosure Statement**

**Neifeld Docket No: PIP155CARR-US**

Application/Patent No: 10/559,937

USPTO CONFIRMATION NO: 1038

File/Issue Date: 12/8/2005

Inventor/Title: Carr/Assumed Demographics, Predicted Behavior, and Targeted Incentives

Examiner/ArtUnit:

#### ENTITY STATUS: Large

Priority claims: 60/503,877, filed on 9/22/2003

## LISTING OF UNITED STATES PATENTS - U series

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**LISTING OF NON PATENT LITERATURE - O Series**

EXAMINER INITIALS	REFERENC E NUMBER (O Series)	PUBLICATION DATE (MM/DD/YYYY)	INCLUDE IN SEQUENCE: Name of first author (in CAPITAL LETTERS), Title in quotation marks, name of publication, date of publication, page numbers, publisher, city of publication, and country of publication	ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.)
	O-001	11/13/2003	PCT ISR for PCT/US02/25957	Previously cited in this application
	O-002	10/12/2001	Patent Abstracts of Japan, publication number 2001-282982	Previously cited in this application
	O-003	06/29/2001	Patent Abstracts of Japan, publication number 2001-175761	Previously cited in this application
	O-004	07/18/2003	Patent Abstracts of Japan, publication number 2003-203181	Previously cited in this application
	O-005	08/25/2008	English translation of office action in Japanese patent application 2003-579041, office action drafted 8/25/2008	Previously cited in this application
	O-006	03/25/2009	ESR for EP 02757131	Previously cited in this application
	O-007	06/28/2006	PCT International Report on Patentability with Written Opinion of the ISA in PCT/US04/26736	Previously cited in this application
	O-008	06/28/2006	PCT ISR for PCT/US04/26736	Previously cited in this application

Date:	04/21/2010	Examiner's Signature:	/Khanh Le/
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